

USII15 - Fashion Product Strategy

Présentation

Prérequis

- Bachelor's Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Fashion Management

Objectifs pédagogiques

- To provide a background and understanding of management/challenges of the Fashion and Creativity industry, linked to innovation
- To identify and analyse management strategies
- To assess and understand trends

Programme

Contenu

This module uses sharp examples illustrating how to estimate a brand identity: methods and tools to highlight the aesthetic and economic issues. A focus on **Design Management** will analyse the relation of aesthetics and creation in the product success

Modalités de validation

- Contrôle continu
- Projet(s)

Valide le 17-08-2022



Code : USII15

Unité spécifique de type cours

3 crédits

Responsabilité nationale :

EPN15 - Stratégies / 1

Contact national :

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